



**NAVVRACHANA  
UNIVERSITY**

a UGC recognized University

**School:** School of Business & Law  
**Program/s:** BBA  
**Year:** 03<sup>rd</sup> **Semester:** 05<sup>th</sup>  
**Examination:** End Semester Examination  
**Examination year:** December - 2021

**Course Code:** SD343  
**Date:** 08/12/2021  
**Time:** 02:30 pm to 04:30 pm

**Course Name:** Critical Reasoning  
**Total Marks:** 40  
**Total Pages:** 1

**Instructions:**

- Write each answer on a new page.
- Closed book examination. Reference material is not allowed.

Q. No.	Details	Marks	COs*	BTL#
Q.1	<p>Write a summary of the main conclusion, intermediate conclusion, assumptions &amp; the supporting reasons offered in the following passage:</p> <p>“Organs for transplantation are in very short supply, and in most countries demand greatly exceeds supply. In Austria and Spain, however, the situation is very much better as there is ‘presumed consent’ in relation to organs that can be taken from someone who has died; that is, unless an individual has made an official deposition to the contrary, any organ can be taken for transplantation when they are dead. This seems to me to be an altruism-encouraging piece of legislation that other countries ought to copy.</p> <p>It is also regarded as noble and altruistic to donate an organ to a friend or relative. Such transplants negate the idea that our bodies are somehow sacred and nothing should be taken from them.</p> <p>So, given the acceptance of organ donation and the emphasis on patient autonomy, why is there horror and almost universal rejection of the possibility of a person selling their kidney for money? If patients have the rights over their own bodies, why should they not be allowed to do what they like with them? It does not harm anyone else. No one denies the right of people to take risks with their bodies as climbers, skiers and even urban cyclists, regularly do. Boxers are paid for us to see them suffer severe bodily damage. Soldiers protect us by risking their bodies.</p> <p>The most common argument I hear is that rich people will be able to buy kidneys from poor people – to which my reply is that poor people will thus be able to get some money. I cannot see on what grounds one should not be able to sell parts of one’s body apart from an almost instinctive distaste, but that is not in itself a good basis for making judgements. Imagine a situation where a desperately poor person perhaps even in another country could escape from debilitating poverty by sale of an organ. Such a sale, if the money were good, could transform the life of the seller’s family. This could be open to abuse but could be subject to regulation in a manner analogous to the control there is over the way we sell our labour.”</p> <p>(Lewis Wolpert, ‘Kidney trouble’, The Independent on Sunday, 22 February 1998)</p>	10	CO1, CO2	BT1, BT2
Q.2	<p>You have been given four statements below. For each statement, identify the underlying fallacy and provide the definition of the respective fallacy.</p>	8	CO1, CO2	BT2, BT3, BT5

	<p>A) Earlier this year in New York, a cop killed a pedestrian on the following reasoning: Oh! Here is a man who is scratching his head in public. He is so rude! Next he will pick his nose. Then when he gets on the bus, he will put his germs on the handrail. The next moment an inadvertent child's mouth will touch it. And then the child will get sick. Then, his whole family will get sick as well. There will be an outbreak of disease in the city! The cop could not bear thinking any further, and fired his gun.</p> <p>B) Physicist Jones won the Nobel Prize for his advances in astronomy. Physicist Jones says Republicans are ruining the economy. So, Republicans are probably ruining the economy.</p> <p>C) "Look at that face. Would anyone vote for that? Can you imagine that, the face of our next president?" - Donald Trump (2015, in debate remarks critiquing candidate Carly Fiorina.)</p> <p>D) "You will either vote for her during elections or you don't believe in women's rights."</p>			
<b>Q.3</b>	Write a short essay on the topic of "Astray Cattles in Vadodara: Challenges & Solutions" (Note: Essay should not be more than two pages, use data and mention your resources as far as possible)	<b>8</b>	CO2, CO4	BT1, BT2, BT3
<b>Q.4</b>	<p>You have been provided with 14 points on the topic of "Advertising to Children". Based on the points, create a strong argumentative case. (Note: Strictly stick to the information given in the 14 points, you are free to add details to create one coherent argument and/or for smooth flow from one point to the next)</p> <p>A) The average 8- to 13-year-old is watching an average of over 3 ½ hours of television a day. American children view an estimated 40,000 commercials annually. They also make approximately 3,000 requests for products and services each year.</p> <p>B) Around the world, approximately 170 million children under the age of 18 are estimated to be overweight or obese. Childhood obesity can lead to serious health consequences, including an increased risk for heart disease, sleep disorders, cancer, and early death.</p> <p>C) Marketers plant the seeds of brand recognition in very young children, in the hopes that the seeds will grow into lifetime relationships. According to the Center for a New American Dream, babies as young as six months of age can form mental images of corporate logos and mascots. Brand loyalties can be established as early as age two, and by the time children head off to school most can recognize hundreds of brand logos.</p> <p>D) In 2017 research by "Let Toys Be Toys" into how children are represented in toy catalogues shows that children's play is still represented in very stereotypical ways, with boys four times as likely to be shown playing with cars, and girls twelve times as likely to be shown with baby dolls.</p> <p>E) Food ads on television make up 50 percent of all the ad time on children's shows. These ads are almost completely dominated by unhealthy food products (34 percent for candy and snacks, 28 percent for cereal, 10 percent for fast food, 4 percent for dairy products, 1 percent for fruit juices, and 0 percent for fruits or vegetables). Children are rarely exposed to public service announcements or advertising for healthier foods.</p> <p>F) "Children are not capable of understanding the 'commercial intent' of advertising until they reach the age of 12. Our research has shown that children cannot think in an abstract way, critically engage and question, and see the psychological reasoning behind what they are being told until they reach adolescence," said a report by the UK's Advertising Association.</p>	<b>14</b>	CO1, CO2	BT1, BT2



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| <p>G) "Gender inequality is learned," Day argues. "If we want young people to grow up believing that all options are open to them in their studies, career paths and life choices, we need to stop teaching them as children that only certain activities are suitable for boys or for girls."</p> <p>H) Children's exposure to TV ads for unhealthy food products (i.e., high-calorie, low-nutrient snacks, fast foods and sweetened drinks) are a significant risk factor for obesity.</p> <p>I) A variety of studies have found a substantial relationship between children's viewing of tobacco and alcohol ads and positive attitudes toward consumption of such products. Children find many such commercials attractive (e.g., Joe Camel, the Budweiser frogs) and consequently have high brand awareness of such products and positive attitudes toward them.</p> <p>J) 2009 Yale University study found that children between the ages of seven and 11 who watch cartoons were unable to differentiate between the actual program and the food commercials shown in between segments – and that they ate more snacks and sugary food when watching with ads, and demanded more things they saw in ads between episodes of their favorite cartoons, compared to when they saw the cartoons with no ads.</p> <p>K) Since 2000, the Responsible Advertising and Children Programme (RAC) has brought together advertisers, agencies and the media at an international and European level to anticipate and understand societal and parental aspirations regarding responsible marketing communications and children. RAC brings together almost a thousand people globally with an interest and stake in the issue of marketing and children.</p> <p>L) In Europe, legislation to curb marketing to children is spreading. Greece, where all toy advertising on television is banned between 7am and 10pm, has considered extending the ban to all products aimed at children. Italy, Poland, Belgium and Ireland are all debating the issue. Sweden, where TV advertising aimed at children under 12 has been illegal since 1991, plans to use its six months in the president's chair of the European Union to encourage a tightening of the EU's relatively liberal rules on TV advertising.</p> <p>M) A recent study by the Advertising Education Forum of 5,000 parents in 20 European countries found that 86% did not rate advertising among the top five influences on their children: parents, schools and other families, among others, were seen as far more important.</p> <p>N) "Kids influence up to 80 per cent of all household purchases and as a market segment they are impossible to ignore. In fact, ignoring them may mark the beginning of the end for a brand," according to research by Packaging Digest, a content and research publication.</p> |  |  |  |
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\*\*\*\*\*End of Question Paper\*\*\*\*\*